

Exploring the potential: Small-scale tourism entrepreneurship in emerging markets

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Abstract

Purpose: This study explores small-scale tourism entrepreneurship in emerging markets to uncover what drives entrepreneurs in this sector. By analyzing factors such as entrepreneurial intentions, perceived opportunities, skills, and market knowledge, this study offers insights into entrepreneurship dynamics in tourism.

Research Methodology: Studying small-scale tourism entrepreneurship in emerging markets using a qualitative approach means using methods that focus on understanding the experiences, perceptions, and behaviors of individuals and organizations in the tourism industry. This method is valuable for capturing the complexity of entrepreneurial activities in these markets, where economic, social, and cultural factors significantly influence the success and sustainability of small-scale tourism businesses.

Results: Entrepreneurial skills are crucial for success, and this study identifies the essential skills for entrepreneurs in these markets. Market knowledge is key for decision making, and this study highlights its importance in fostering sustainable entrepreneurship.

Limitations: The focus on small-scale tourism entrepreneurship may overlook large-scale tourism ventures, which could also be significant drivers of economic development in emerging markets.

Contributions: By combining these elements, this study offers a thorough understanding of the potential for small-scale tourism entrepreneurship in emerging markets with the goal of providing guidance for policymakers, practitioners, and aspiring entrepreneurs to stimulate industry expansion and progress.

Novelty: This study explores how entrepreneurs in these markets tackle challenges and seize opportunities, highlighting their innovative strategies and their impact on local economies. Focusing on this less-explored area, this study aims to offer insights that can guide policymakers, empower entrepreneurs, and enrich academic discussions on entrepreneurship in emerging markets.

Keywords: *Small-scale tourism, entrepreneurship, emerging markets*

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1. Introduction

Small-scale tourism entrepreneurship in emerging markets holds significant potential for economic growth and social development (Garg 2018). This study explores the factors that contribute to the success of small-scale tourism entrepreneurs in these markets by focusing on entrepreneurial intentions, perceived opportunities, entrepreneurial skills, and market knowledge (Dzogbenuku & Keelson, 2019). These elements are crucial for understanding the motivations and capabilities of entrepreneurs in this sector, and can lead to the development of effective support programs and policies to promote sustainable tourism in emerging markets (Daouda et al., 2016).

Entrepreneurial intention refers to individuals' desire and motivation to start and run their own businesses (Maheshwari et al., 2022). In the context of small-scale tourism entrepreneurship, this intention can be driven by the potential for economic benefits, desire to create jobs, or desire to promote local culture and heritage (Daouda et al., 2016). Perceived opportunities, on the other hand, refer to the perceived benefits and advantages of starting a small-scale tourism business. These opportunities include access to new markets, potential for growth, and the ability to create unique experiences for tourists. Entrepreneurial skills are essential for small-scale tourism entrepreneurs to succeed (Vedanthadesikan 2018). These skills include the ability to identify and assess opportunities, develop and implement business plans, manage finances, and market businesses effectively. Market knowledge is also crucial because it allows entrepreneurs to understand their target market, identify customer needs, and tailor their offerings accordingly (Tiwari et al., 2016). By examining these factors, researchers and policymakers can gain insights into the challenges and opportunities faced by small-scale tourism entrepreneurs in emerging markets (Voll and Mosedale, 2015). This knowledge can be used to develop targeted support programs and policies that promote the growth of small-scale tourism businesses, ultimately contributing to the economic and social development of these markets (Modimootsile 2015).



Figure 1: Tourism Source Market Size, Share & Analysis 2030

Source: <https://www.zionmarketresearch.com>

2. Literature Review

2.1 Literature review

2.1.1 Entrepreneurial Intentions

Entrepreneurial intention refers to an individual's conscious and deliberate decisions and actions toward starting a new business venture. These intentions are influenced by various factors, including personal attitudes, perceived behavioral control, social norms, and entrepreneurial motivations (Alabduljader et al., 2023). High entrepreneurial intention often indicates a strong desire or likelihood of becoming an entrepreneur and starting a new business. High entrepreneurial intention often indicates a strong desire or likelihood of becoming an entrepreneur and starting a new business (Akter & Rahman, 2020).

Individuals with entrepreneurial intentions typically exhibit a proactive mindset, seek opportunities, and take risks to achieve their entrepreneurial goals (Maheshwari et al., 2022). These intentions are important predictors of actual entrepreneurial behavior and can drive individuals to undertake the necessary steps to establish and develop a new venture. Entrepreneurial intentions are influenced by various factors (Pérez-Macías et al., 2022). Personal attitudes toward entrepreneurship, such as perceived desirability and feasibility of starting a business, play a significant role (Phiri & Chasaya,

2023). For instance, individuals who view entrepreneurship as an attractive career path and believe in their ability to succeed are more likely to have strong entrepreneurial intention (Maheshwari et al. 2022).

2.1.2 Perceived Opportunities

Perceived opportunities occur when individuals recognize and assess potential new business ventures (Anichiti & Butnaru, 2020). This involves subjectively evaluating favorable circumstances for starting a new business, introducing a new product or service, or pursuing a business idea (Krueger 2013). These perceptions are influenced by factors such as market trends, technology, social needs, and personal experience. Entrepreneurs and aspiring entrepreneurs gather information and assess various factors to identify potential opportunities (Molina, 2017).

Entrepreneurs' perceptions are shaped by their knowledge, skills, and expertise and can be influenced by biases, past experiences, and advice from others (Phiri & Chasaya, 2023). Perceived opportunities are crucial, as they motivate individuals to take risks and invest in new ventures. However, not all perceived opportunities lead to success because assessments can be subjective and influenced by various factors (Kekkonen et al., 2023).

2.1.3 Emerging Market

An emerging market is a country or region in the process of industrialization and economic development, typically characterized by rapid growth, increasing urbanization, and a rising middle class (Chari, 2023). These markets often have lower income levels and less developed infrastructure than developed countries, but they are considered attractive for investment because of their potential for high economic growth and returns (Al-Shaikh et al., 2023). Emerging markets are often located in developing regions such as Asia, Africa, and Latin America, and they may have less stable political and economic environments than developed countries (Oke et al., 2020).

Advanced economies in developed markets are characterized by higher levels of industrialization, infrastructure, and economic stability than those in emerging markets. Emerging markets usually exhibit higher economic growth rates than developed markets do, making them more appealing for investment (Firmansyah & Triastie, 2020). The income levels in emerging markets are generally lower than those in developed markets, which can influence consumer spending and business development. Developed markets typically offer more stable political and economic environments than emerging markets do, reducing investment risk (Lebambo & Shambare, 2020). Developed markets often have stricter regulations and a more established legal system that can contribute to a more stable business environment (Nnadi, 2014).

2.2 Hypotheses development

2.2.1 Entrepreneurial Intention and Emerging Market

Entrepreneurial intentions and emerging markets have several relationships. Entrepreneurial intention refers to an individual's inclination to initiate a business, whereas emerging markets denote countries experiencing economic development and expansion. The correlation between entrepreneurial intention and emerging markets can be shaped by several factors such as entrepreneurial self-belief, education, social connections, and socioeconomic circumstances.

A study comparing China, an emerging market, with Spain, a mature market, discovered that entrepreneurial creativity (EC) and attitudes towards entrepreneurship (ATE) act as mediators in the relationship between entrepreneurial self-belief (ESE) and entrepreneurial intention (EIs) (Shahab et al., 2019). This implies that, in emerging markets, individuals with higher ESE levels may be more inclined to have entrepreneurial intentions because of the beneficial impacts of EC and ATE. Another study analyzed the influence of social connections and socioeconomic conditions on the development of entrepreneurial intentions in diverse markets, including a relatively mature free market economy like Taiwan and a newly emerging free market economy like Mongolia (Chuluunbaatar et al., 2019). The results revealed that socioeconomic conditions influence the formation of entrepreneurial intentions,

and there are distinct methods for fostering social connections in emerging markets compared to mature ones.

A study investigating the impact of entrepreneurship education on students' intentions revealed a positive link between entrepreneurship education and students' entrepreneurial intentions (Sahputri et al., 2023). This connection could be more pronounced in emerging markets, where entrepreneurship education is less common, offering students a valuable opportunity to cultivate their entrepreneurial skills and intentions. Another study, employing partial least squares structural equation modelling (PLS-SEM), indicated that attitude toward entrepreneurship, perceived behavioral control, and subjective norms serve as mediators between entrepreneurial education, self-efficacy, and the entrepreneurial intentions of engineering students in Vietnam, an emerging market in Asia (Nguyen et al., 2022). This suggests that self-efficacy may significantly influence entrepreneurial intention in emerging markets.

The relationship between entrepreneurial intention and emerging markets is intricate and is influenced by various factors, including entrepreneurial self-efficacy, education, social capital, and socioeconomic conditions. Understanding these connections can assist policymakers and educators in formulating strategies to promote entrepreneurship in emerging markets and to bolster the development of new businesses.

H1: Entrepreneurial Intention has positive and significant contribution on Emerging Market

2.2.2 Perceived Opportunities and Emerging Market

The connection between perceived opportunities and emerging markets is significant because emerging markets often offer distinctive prospects for entrepreneurs and businesses to expand and innovate (Dzogbenuku & Keelson, 2019). Perceived opportunities refer to entrepreneurs' subjective evaluations of potential business prospects, which can be influenced by factors such as market size, growth potential, competition, and the regulatory environment.

In emerging markets, the rise of e-commerce and online shopping has opened up new avenues for e-retailers, particularly during periods of economic turbulence, such as the COVID-19 pandemic (Vo et al., 2016). These opportunities are fuelled by factors such as the increasing penetration of the Internet, shifting consumer preferences, and the convenience of online shopping. In certain emerging markets, entrepreneurs may perceive opportunities to circumvent and exploit institutional barriers such as tax evasion and bribery (Ufere & Gaskin, 2021). This phenomenon, known as evasive entrepreneurship, underscores the intricate relationship between perceived opportunities and institutional frameworks in emerging markets.

Perceived opportunities can influence entrepreneurial beliefs and intentions in emerging markets. A comparative study in China and Spain indicated that entrepreneurial creativity and attitudes toward entrepreneurship act as mediators in the relationship between entrepreneurial self-belief and entrepreneurial intentions (Shahab et al., 2019). This implies that individuals with higher levels of perceived opportunities in emerging markets may be more inclined to develop entrepreneurial self-belief and an intention to start a business. Additionally, perceived opportunities can impact marketing strategies in newly established firms in emerging industries (Ottesen and Grønhaug, 2018). For instance, in the case of Norwegian Blue Mussel farming, the study revealed that new firms only focus on "the market" to a limited extent, and there are differences in perceptions and utilization of opportunities among managers and their firms.

The connection between entrepreneurial intention and emerging markets is complex and is impacted by factors such as entrepreneurial self-belief, education, social connections, and socioeconomic circumstances. Understanding these interrelations can aid policymakers and educators in devising strategies to encourage entrepreneurship in emerging markets and foster new enterprises' growth.

H2: Perceived Opportunities significantly effect on Emerging Market

2.2.3 Entrepreneurial Intention, Perceived Opportunities and Emerging Market

Entrepreneurial intentions, perceived opportunities, and emerging markets are intertwined in various ways. Entrepreneurial intention refers to the likelihood of an individual starting a business, while perceived opportunities are subjective assessments of potential business prospects. Emerging markets offer unique opportunities for entrepreneurial growth and innovation. A study on entrepreneurial passion, role models, and self-perceived creativity as antecedents of e-entrepreneurial intention in an emerging Asian economy discovered that perceived opportunities can impact entrepreneurial passion and intention (Al Halbusi et al., 2022). This indicates that, in emerging markets, individuals with higher levels of perceived opportunities may be more inclined to develop entrepreneurial passion and intention to start a business.

Another study investigated the moderating influence of perceived supportive institutional environment on entrepreneurial intention among university students in India (Terán-Pérez et al., 2021). The results suggest that perceived opportunities can affect the link between entrepreneurial motivation and intention, indicating that a supportive institutional environment can enhance the impact of perceived opportunities on entrepreneurial intentions. A study comparing push and pull motivations in entrepreneurial intention found that perceived opportunities can act as mediators in the relationship between push and pull motivations and entrepreneurial intention (Martínez-Cañas et al., 2023). This implies that individuals in emerging markets with higher levels of perceived opportunities may be more inclined to initiate a business because of the influence of push and pull motivations. Additionally, a study of entrepreneurship education and its impact on students' intentions revealed a positive correlation between entrepreneurial education and students' entrepreneurial intentions (Sahputri et al. 2023). This connection might be more pronounced in emerging markets, where entrepreneurship education is less common, offering students a valuable opportunity to develop entrepreneurial skills and intentions.

Understanding the dynamics of entrepreneurship and business growth in emerging markets requires a thorough understanding of the relationship between entrepreneurial intention, perceived opportunities, and the market context. Perceived opportunities can impact multiple facets of entrepreneurial behavior, ranging from self-belief and intention to marketing strategies and interactions with institutions.

H3: Entrepreneurial Intention and perceived opportunities have a positive impact on emerging markets.

3. Research Methodology

The qualitative approach to studying small-scale tourism entrepreneurship in emerging markets involves using qualitative research methods to understand the experiences, perceptions, and behaviors of individuals and organizations in the tourism industry. This method is valuable for understanding the complex and ever-changing nature of entrepreneurial activities in these markets, where economic, social, and cultural contexts significantly affect the success and sustainability of small-scale tourism. A literature review provides insights into the current state of research on this topic.

Research on tourism and hospitality social entrepreneurship (THSE) has mainly been conducted in developing countries and regions, with qualitative methods being the preferred choice among researchers. The literature suggests that social enterprise managers should consider adopting an inclusive business model and focus on empowerment, network construction, market approaches, and bricolage to mobilize resources (Zhang et al., 2024). Eco-entrepreneurship is a recent development aimed at addressing environmental and socioeconomic issues. Studies on eco-entrepreneurs' organizational factors for community ecotourism development reveal that local communities view factors such as socioeconomic status, environmental awareness programs, and the age of local communities as crucial influences on ecotourism development (Kummitha, 2020).

Table 1. The Relevance Study

No	Title & Author	Objectives	Finding
1	Entrepreneurship development framework for smallscale rural	The South African government identified entrepreneurship as an all-encompassing strategy	Results revealed a gap between policy and practice. Interestingly, political rhetoric

	tourism establishments in South Africa (Lebambo & Shambare, 2020)	to address a plethora of socioeconomic challenges including unemployment and economic growth.	was observed as exacerbating an already dire situation by injecting confusion in the entrepreneurship discourse.
2	Entrepreneurship Development and its Impact on Small Scale Business Enterprises in Developing Countries: A Nigerian Experience (Nnadi, 2014)	The study aims to achieve two objectives: to understand why the Nigerian government neglected the development of its citizens' human capital and to explore why it has not addressed the misuse of public funds allocated for the development of SMEs.	Findings the following recommendations were made that: Nigerian should be transformed into literate citizens to enable them become innovative entrepreneurs.
3	Eco-entrepreneurs organizational attitude towards sustainable community ecotourism development (Kummitha, 2020)	This paper examines the organizational factors of eco-entrepreneurs involved in the development of community ecotourism, focusing on the Kabani community ecotourism organization as a case study.	The results indicate that local communities perceive that the organizational factors of eco-entrepreneurs, including socio-economic factors, environmental factors, the age of local communities, and environmental education awareness programs, have an impact on the development of ecotourism.
4	The interest of private equity and venture capital for the financing of entrepreneurship in emerging markets (Montchaud, 2014)	The aim of this study is to examine the potential of this financing method in promoting entrepreneurship in these regions, with a particular focus on Africa, especially in Morocco and South Africa.	This financing method is crucial for entrepreneurship in emerging countries, as it has a significant economic impact. At the micro level, it helps create, expand, and transform enterprises, leading to improved performance in terms of revenue and job creation.
5	Marketing and entrepreneurial success in emerging markets: the nexus (Dzogbenuku & Keelson, 2019)	This paper aims to examine the interconnection between marketing and entrepreneurship among small and medium scale enterprises in emerging markets	The study shows a strong link between five factors: market focus, customer focus, competitor focus, intelligence gathering, and information sharing, with entrepreneurial success.
6	Push versus Pull motivations in entrepreneurial intention: The mediating effect of perceived risk and opportunity recognition (Martínez-Cañas et al., 2023)	This study enhances comprehension of the connection between push-pull factors and entrepreneurial intention by examining how perceived risk and opportunity recognition mediate this relationship.	The study with 616 Spanish undergraduate students used a model (PLS) to find that pull factors positively affect entrepreneurial intention, partly through opportunity recognition. On the other hand, push factors negatively impact intention, as they increase perceived risk and decrease opportunity recognition.
7	Entrepreneurship education, family entrepreneurial	This study seeks to investigate how entrepreneurship education influences students'	Entrepreneurship education is linked to higher levels of entrepreneurial intentions

	orientation and entrepreneurial intention among students in Indonesia (Sahputri et al., 2023)	intentions, while also exploring how students' perceived experience and family entrepreneurial orientation may enhance or diminish this effect.	among students. Additionally, students from entrepreneurial families show greater entrepreneurial intentions. However, having personal entrepreneurial experience or friends who are entrepreneurs does not significantly affect entrepreneurial intentions.
8	Academic Entrepreneurial Intention: a study through the Theory of Planned Behaviour (Terán-Pérez et al., 2021)	Studying entrepreneurial intention is crucial for understanding how entrepreneurship begins. However, there's not enough research in academic entrepreneurship literature on how individuals in academic settings develop the intention to start a spin-off.	The structural equation model revealed that the primary predictor of academic entrepreneurial intention is the attitude toward entrepreneurship, which is itself influenced by creativity and perceived utility.
9	Evasive entrepreneurship: Circumventing and exploiting institutional impediments for new profit opportunity in an emerging market (Ufere & Gaskin, 2021)	Using a large survey dataset from the World Bank, we employed structural equation modeling to analyze how evasive entrepreneurial actions, like tax evasion and bribery, relate to their perceived benefits.	Our findings highlight the immediate necessity to remove institutional barriers that inadvertently facilitate the rise of evasive entrepreneurship in emerging economies. Additionally, our results indicate that existing local norms that condone evasive practices could encourage aspiring entrepreneurs to mimic bribery and tax evasion, leading to the normalization of misconduct as a standard practice.
10	Establishing Customer Behaviour Through E-Commerce Websites in Newly Emerging Market (Vo et al., 2016)	This study seeks to pinpoint the key factors that impact customers' intentions to engage with e-commerce websites, drawing from established models and relevant literature.	The study found that transaction security has the biggest influence on customers' intention to buy. Additionally, perceived risk is a major obstacle to online shopping through e-commerce sites. The researchers have provided practical insights and expanded on existing research on the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) regarding online shopping on e-commerce websites.

4. Results and discussions

Small-scale tourism entrepreneurship in emerging markets presents a compelling area for exploration, offering unique insights into the intersection of economic development, community empowerment, and sustainable tourism practices (Dzogbenuku and Keelson 2019). Emerging markets, characterized by

rapid economic growth and increasing urbanization, provide fertile ground for small-scale tourism enterprises to flourish (Karrer-Rueedi and Trueb 2011). These enterprises, which are often run by local entrepreneurs, play a vital role in driving economic growth, creating employment opportunities, and preserving cultural heritage (Tiwarei et al. 2016). A key aspect of small-scale tourism entrepreneurship in emerging markets is its potential to contribute to the well-being of local communities (Meressa, 2020). By providing employment opportunities and promoting local culture and traditions, these enterprises can help improve the quality of life of community members. Additionally, small-scale tourism can act as a catalyst for community development, leading to infrastructure improvements and enhanced services in areas frequented by tourists (Hsueh 2020).

Furthermore, small-scale tourism entrepreneurship can foster sustainable practices that benefit both the environment and local communities (Steinhauser and da Rocha 2019). Through the adoption of eco-friendly initiatives and responsible tourism practices, these enterprises can minimize their environmental impact and contribute to the conservation of natural resources (Dountchev et al., 2016). Moreover, by engaging with local communities and involving them in decision-making processes, small-scale tourism enterprises can ensure that their operations are socially and culturally sustainable (Cederholm 2018).

Despite its potential benefits, small-scale tourism entrepreneurship in emerging markets faces several challenges (Okumus et al., 2023). Limited access to financing, inadequate infrastructure, and regulatory barriers hinder the growth of these enterprises (Modimootsile 2015). Additionally, competition from larger tourism operators and changing consumer preferences poses significant challenges for small-scale entrepreneurs (Veliverronena et al. 2023). A holistic approach is required to address these challenges and unlock the full potential of small-scale tourism entrepreneurship in emerging markets. Policymakers must create an enabling environment that supports entrepreneurship, including access to finance, infrastructure development, and streamlined regulatory frameworks (Carmichael & Ainley, 2014). Collaboration between governments, private sector stakeholders, and local communities is crucial for ensuring the sustainable growth of small-scale tourism enterprises (Steinhauser & da Rocha, 2019).

Moreover, the potential for small-scale tourism entrepreneurship in emerging markets extends beyond economic and environmental considerations to encompass social and cultural dimensions. These enterprises have the ability to preserve and promote local cultures, traditions, and heritage, thereby providing tourists with authentic and immersive experiences (Montchaud, 2014). By showcasing the unique cultural offerings of their communities, small-scale tourism entrepreneurs not only attract visitors, but also foster pride and a sense of identity among local residents. Additionally, small-scale tourism entrepreneurship can contribute to the diversification of local economies in emerging markets (Ros-Tonen and Werneck, 2009). By offering a range of tourism products and services, these enterprises can reduce their dependence on a single industry or source of income, making communities more resilient to economic shocks (Steinhauser & da Rocha, 2019). This diversification can also lead to the development of new skills and expertise within the local workforce, thus further enhancing economic opportunities.

Perceived risks significantly influence entrepreneurial intentions in emerging markets, where entrepreneurial intention indicates the likelihood of starting a business and perceived risks are an individual's evaluation of potential challenges in entrepreneurial activities. Emerging markets are characterized by unique risks such as economic instability, political uncertainty, and regulatory challenges. Research on the connection between perceived risk and entrepreneurial intention highlights the crucial role of the institutional environment in shaping this relationship (Edwards et al., 2019). This indicates that, in emerging markets, the institutional environment can impact how risks are perceived and, consequently, the probability of starting a business. In emerging markets, entrepreneurs often find new profit opportunities by working around or using institutional obstacles to gain their advantage. This reveals an intricate link between perceived risks and entrepreneurial intentions in these markets (Ufere & Gaskin, 2021).

There is a need for greater collaboration and knowledge sharing among stakeholders to fully realize the potential of small-scale tourism entrepreneurship in emerging markets (Okumus et al., 2023). Governments, development agencies, and non-governmental organizations can play a key role in providing support and capacity-building initiatives for small-scale entrepreneurs (Hsueh, 2020). This could include training programs, access to market information, and networking opportunities to help entrepreneurs scale up their businesses and reach new markets. Exploring the potential of small-scale tourism entrepreneurship in emerging markets is essential for driving sustainable development and promoting inclusive growth (Montchaud 2014). By recognizing the unique strengths and challenges of these enterprises and by providing the necessary support and enabling environment, we can unlock new opportunities for economic, social, and cultural development in emerging economies (Dalton et al., 2018).

5. Conclusion

5.1. Conclusion

Exploration of small-scale tourism entrepreneurship in emerging markets reveals a dynamic landscape with significant potential and challenges. These markets offer unique opportunities for entrepreneurial ventures to drive economic growth and positively impact local communities and the environment. By embracing sustainable practices, leveraging marketing strategies, and fostering a culture of corporate social responsibility, small-scale tourism enterprises can navigate the complexities of emerging markets and thrive amid adversity.

As we delve deeper into this topic, it becomes evident that successful small-scale tourism entrepreneurship in emerging markets requires a multi-faceted approach. This necessitates an understanding of the local context, including cultural nuances and historical backgrounds, to tailor offerings that resonate with both domestic and international tourists. Moreover, the resilience displayed by these enterprises during times of crisis such as the COVID-19 pandemic underscores their adaptability and resourcefulness in navigating turbulent times.

Policymakers, industry stakeholders, and academia must collaborate to create an enabling environment that supports the growth of small-scale tourism entrepreneurship in emerging markets. This includes providing access to financing, fostering entrepreneurship education and training, and implementing policies to promote sustainable tourism practices and community engagement. In doing so, we can unlock the full potential of small-scale tourism entrepreneurship as a catalyst for inclusive growth, poverty alleviation, and environmental conservation in emerging markets.

5.2. Limitation

No study has addressed all aspects of this research problem. The authors should also discuss the limitations of this study.

5.3. Suggestion

Researchers and practitioners can consider several approaches to further explore the potential of small-scale tourism entrepreneurship in emerging markets. They can conduct detailed case studies of successful small-scale tourism businesses in these markets to identify the factors contributing to their success, the challenges they face, and the strategies they employ. These case studies can provide valuable insights for aspiring entrepreneurs and policymakers. Additionally, researchers can conduct comprehensive impact assessments of small-scale tourism enterprises in local communities, economies, and environments. This could help to quantify the benefits and challenges associated with these ventures and inform future development strategies. Another avenue for exploration could be the analysis of existing policies and regulations that affect small-scale tourism entrepreneurship in emerging markets. This analysis could help to identify gaps and recommend policy interventions to create a more supportive environment for these enterprises.

Furthermore, researchers can study entrepreneurial ecosystems in emerging markets to understand how they either facilitate or impede the growth of small-scale tourism enterprises. This could involve

examining factors such as access to finance, the availability of mentorship programs, and networking opportunities. Additionally, exploring the role of technological innovation, such as digital marketing, online booking platforms, and sustainable tourism practices, could be beneficial for enhancing the competitiveness of small-scale tourism enterprises in emerging markets. Finally, examining the best practices for engaging local communities in the development and management of small-scale tourism enterprises could help ensure that these ventures are sustainable and inclusive. By pursuing these research avenues, we can deepen our understanding of small-scale tourism entrepreneurship in emerging markets, and uncover new opportunities for growth and development.

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